

**CLAIMS**

5 1. A method of using a computer for selecting content comprising:

categorizing attributes of a user in a user database;  
categorizing attributes of content elements in a content database;

10 identifying a geographic location;  
identifying a user; and  
prioritizing content elements associated with the identified geographic location for presentation to the identified user by comparing the attributes of the content and the attributes of the identified user.

15 2. A method of using a computer for selecting content of claim 1 further comprising:

categorizing attributes of geographic locations in a geographic location database; and  
20 selecting content elements for the user by comparing the attributes of the content elements to attributes of the identified geographic location and the attributes of the identified user.

25 3. A method of using a computer for selecting content of claim 2 further comprising:

categorizing attributes of a user terminal in a database;  
and  
further selecting a content element based upon the attributes of the user terminal.

30 4. A method of using a computer for selecting content of claim 1 wherein the attributes of a user comprise the preferences of a user.

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5. A method of using a computer for selecting content of claim 1 further comprising:

- 5 assigning a source location to a content element;  
assigning a destination location to a content element;  
prompting the user for a source location for content;  
receiving by the server of a selection of a source  
location;  
prompting the user for a destination location for content;  
10 receiving by the server of a selection of a destination  
location; and  
selecting content elements based upon the source location  
and destination location.

15 6. A method of using a computer for selecting content of claim 1 further comprising:

- assigning a source location to a content element;  
assigning a destination location to a content element;  
predefining a source location;  
predefining a destination location; and  
20 selecting content elements based upon the predefined source  
location and the predefined destination location.

7. A method of using a computer for selecting content of claim 1 further comprising:

- 25 prompting a user to select a desirable content attribute;  
receiving by the server of a selection of a desirable  
content attribute;  
selecting content elements based upon the received  
selection of a desirable content attribute.

30 8. A method of using a computer for selecting content of claim 7 wherein the desirable content attribute is one of the group consisting of a price, a price range, an age of a content recipient, an age range of a content recipient, a sex of a content recipient, and an occasion.

9. A method of using a computer for selecting content of claim 7 further comprising:

5 prompting a user to identify a new geographic location;  
receiving by the server of an identity of a new geographic location;

selecting content elements associated with the new geographic location by comparing the attributes of the content to user attributes and based upon the received selection of a  
10 desirable content attribute.

10. A method of using a computer for selecting content of claim 1 further comprising:

15 prompting a user to select a predefined set of user attributes;

receiving by the server of a selection of a predefined set of user attributes; and

selecting content elements based upon the selected set of user attributes.

20 11. A method of using a computer for selecting content of claim 1 further comprising:

prompting a user to select a set of user attributes belonging at least one of the group consisting of a different user and a group of users;

25 receiving by the server of at least one selection from the group consisting of a different user and a group of users;

selecting content elements based upon the received selection of at least one of the group consisting of a different user and a group of users.

30 12. A method of using a computer for selecting content of claim 1 wherein the geographic location is identified by a global positioning system coupled to a terminal which is coupled to a server.

13. A method of using a computer for selecting content of claim 6 wherein the source geographic location is identified by  
5 a global positioning system coupled to a terminal which is coupled to a server.

14. A method of using a computer for selecting content of claim 1 wherein the geographic location is identified by prompting a user to enter a geographic location; and receiving  
10 by a server of a selected geographic location.

15. A method of using a computer for selecting content of claim 6 wherein the source geographic location is identified by prompting a user to enter a geographic location; and receiving  
15 by a server of a selected geographic location.

16. A method of using a computer for selecting content of claim 1 wherein the geographic location is identified by a connection of a user terminal to the server.

20 17. A method of using a computer for selecting content of claim 6 wherein the source geographic location is identified by a connection of a user terminal to a server.

18. A method of using a computer for selecting content of  
25 claim 1 further comprising modifying by a server of the attributes of the user stored in the user database based upon at least one of the group consisting of responses from a user and a user's actions.

19. A method of using a computer for selecting content of  
30 claim 1 further comprising modifying by a server of the attributes of a geographic location stored in the geographic location database based upon at least one of the group consisting of responses from a user and a user's actions.

20. A method of using a computer for selecting content of claim 1 wherein user attributes are determined by prompting the user to answer questions; receiving by a server of answers to questions; and assigning a numerical value to a tree node based upon the answer to each question.

21. A method of using a computer for selecting content of claim 2 wherein the categorizing of geographic locations is done in a tree structure having nodes; the categorizing of user attributes is in a tree structure having nodes and corresponding to the geographic location tree structure; and the categorizing of content attributes is in a tree structure having nodes and corresponding to the geographic location tree structure and the user attribute tree structure.

22. A method of using a computer for selecting content of claim 21 wherein a content element is selected by comparing each node of the geographic location tree to each node of the user attribute tree and to each node of the content element tree.

23. A method of using a computer for selecting content of claim 1 wherein the content elements are selected from the group consisting of goods, services, advertisements and information.

24. A method of using a computer for selecting content of claim 23 further comprising:

aggregating selected content elements into an electronic travel book;

assigning a source location to the electronic travel book;

assigning a destination location to the electronic travel book; assigning links to portions of the aggregated selected content to additional content having the source location and destination location of the electronic travel book.

25. A method of using a computer for selecting content of claim 23 further comprising:

- 5 aggregating selected content into a electronic travel magazine;  
assigning a source location to the electronic travel magazine;  
assigning a destination location to the electronic travel magazine;  
10 assigning links to portions of the aggregated selected content to additional content having the source location and destination location of the electronic travel magazine; and  
wherein the content further comprises articles.

- 15 26. A method of using a computer for selecting content of claim 25 wherein links are assigned to a portion of the aggregated selected content that depicts a product; and  
wherein the links assigned to content that depicts a product link to purchase information about the product depicted.

- 20 27. A computer readable medium having stored thereon a set of instructions including instructions for:

- categorizing attributes of geographic locations in a geographic location database;  
categorizing attributes of a user in a user database;  
25 categorizing attributes of content in a content database;  
identifying a geographic location;  
identifying a user;  
selecting a content element for the user by comparing the attributes of the content elements to attributes of the identified geographic location and the attributes of the  
30 identified user.

28. A computer readable medium having stored thereon a set of instructions of claim 27 wherein the geographic location database comprises fields for storing a source location value  
35 and a destination location value.

29. A system using a computer for selecting content  
5 comprising:  
a user terminal coupled to a computer network;  
a geographic location database coupled to the computer  
network for storing geographic location attribute information;  
a user attribute database coupled to the computer network  
for storing user attribute information;  
10 a content database coupled to the computer network for  
storing content attribute information;  
a server coupled to the computer network configured to  
receive an identified geographic location and an identified  
user, and configured to select a content element for the  
15 identified user by comparing the attributes of the content in  
the content database to attributes of the identified geographic  
location from the geographic location database and the  
attributes of the identified user from the user database.

30. A computer readable medium having stored thereon a set  
20 of instructions of claim 29 wherein the geographic location  
database comprises fields for storing a source location value  
and a destination location value.

31. A system using a computer for selecting content of  
25 claim 29 further comprising a terminal database coupled to the  
computer network for storing terminal attribute information; and  
wherein the server is further configured to:  
receive an identified terminal; and  
select a content element for a user by comparing attributes  
of the identified terminal in the terminal database to  
30 attributes of content in the content database.

32. A method using a computer of creating content for electronic postcards comprising:

5 providing from a server an input form to a remote sender site;

receiving by the server responsive data to the input form communicated from the remote sender site;

receiving by the server of an identification of a user associated with the responsive data; and

10 providing the responsive data to the user associated with the responsive data at a remote receiving site.

33. The method of using a computer of creating content for electronic postcards of Claim 32 further comprising receiving  
15 from the remote sender site a monetary amount designated for a remote user associated with the responsive data to the input form.

34. A method for shopping via the Internet comprising:  
placing goods and services in a database;

20 allowing the database to be searched based upon geographic criteria.

35. A method for sending electronic postcards comprising:  
soliciting a user to send an electronic postcard from a

25 source location;

designing an electronic postcard;

sending an electronic postcard to a receiver; and

prompting the receiver of the postcard to purchase goods from the source location of the electronic postcard.

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36. A method for sending electronic postcards according to claim 35 wherein designing an electronic postcard further comprises:

prompting a user to select at least one content element from a plurality content elements;  
receiving by a server of a selection of at least one content element.

37. A method for sending electronic postcards according to claim 36 wherein designing an electronic postcard further comprises:

prompting a user to select a predefined content element;  
receiving by a server of a selection of a predefined content element; and  
selection by the server of the predefined content element.

38. A method for sending electronic postcards according to claim 36 wherein the content elements are at least one of the group consisting of pictures, video files, audio files and links to virtual tours; and

wherein the at least one selected content element has a link to content associated with the source location of the electronic postcard and the destination location of the receiver of the postcard.

39. A method for sending electronic postcards according to claim 36 further comprising:

prompting a user to select a gift to send with the electronic postcard;

receiving a selection of a gift to send along with the electronic postcard to the receiver; and  
sending a gift to the receiver.

40. A method for developing user attributes for use in a content presentation system comprising:

5 receiving by a server of content requests from a user;  
receiving by a server of content selections by a user;  
receiving by a server of navigation information from a user;

analyzing received content requests, content selections, and navigation information to establish user attributes.  
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41. A method of using a computer for selecting content comprising:

identifying a geographic location;  
prompting a user to request a content type;  
15 receiving by a server of a content type selection;  
linking a portion of the content type to additional content associated with the identified geographic location;  
providing content to a user.

42. A method of using a computer for selecting content of  
20 claim 41 wherein the content type is selected from the group consisting of travel information about the identified location, virtual tours of the identified location, interactive webcasts about the identified geographic location, tv broadcasts about the identified geographic location.

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